

## CLAIMS

What is claimed is:

1. A method for conducting a transaction in a business-to-business (B2B) exchange, comprising the steps of:

locating a first party and a second party;

conducting a collaboration session between the first party and the second party;

transacting a business deal between the first party and the second party, wherein the steps of locating, conducting, and transacting are performed in an integrated software communication platform within the B2B exchange.

2. The method of Claim 1 further comprising the step of automatically completing a machine-to-machine transaction once the first party and the second party criteria are met.

3. The method of Claim 1 further comprising the step of manually completing a transaction between the first party and the second party through the collaboration session.

4. The method of Claim 1 further comprising the step of a call center agent facilitating a transaction between the first party and the second party upon request.

5. The method of Claim 1 further comprising the step of providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communication platform.

6. The method of Claim 5, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

7. The method of Claim 1 further comprising the step of utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

8. The method of Claim 1, wherein the locating step includes seek-and-find technology.

9. The method of Claim 1, wherein the locating step includes instant messaging.

10. The method of Claim 1 further comprising the step of integrating continuous call recording and transaction signature.

11. An apparatus for conducting a transaction in a business-to-business (B2B) exchange, comprising:

means for locating a first party and a second party;

means for conducting a collaboration session between the first party and the second party;

means for transacting a business deal between the first party and the second party, wherein the steps of locating, conducting, and transacting are performed in an integrated software communication platform within the B2B exchange.

12. The apparatus of Claim 10 further means for automatically completing a machine-to-machine transaction once the first party and the second party criteria are met.

13. The apparatus of Claim 10 further comprising means for manually completing a transaction between the first party and the second party through the collaboration session.

14. The apparatus of Claim 10 further comprising means for a call center agent to facilitate a transaction between the first party and the second party upon request.

15. The apparatus of Claim 10 further comprising means for providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communication platform.

16. The apparatus of Claim 15, wherein the internet collaboration includes means for page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find.

17. The apparatus of Claim 10 further comprising means for utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

18. A computer-readable medium having stored thereon instructions for conducting a transaction in a business-to-business (B2B) exchange, the instructions comprising the steps of:

method for conducting a transaction in a business-to-business (B2B) exchange, comprising the steps of:

locating a first party and a second party;

conducting a collaboration session between the first party and the second party;

transacting a business deal between the first party and the second party, wherein the steps of locating, conducting, and transacting are performed in an integrated software communication platform within the B2B exchange.

19. The computer-readable medium of Claim 18, wherein the instructions further comprise the step of automatically completing a machine-

to-machine transaction once the first party and the second party criteria are met.

20. The computer-readable medium of Claim 18, wherein the instructions further comprise the step of manually completing a transaction between the first party and the second party through the collaboration session.

21. The computer-readable medium of Claim 18, wherein the instructions further comprise the step of a call center agent facilitating a transaction between the first party and the second party upon request.

22. The computer-readable medium of Claim 1, wherein the instructions further comprise the step of providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communication platform.

23. The computer-readable medium of Claim 22, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

24. The computer-readable medium of Claim 1, wherein the instructions further comprise the step of utilizing a proactive call center agent

to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction is met.

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